

THE GREATER SACRAMENTO TALENT STORY

*How Greater Sacramento's
burgeoning talent base is
an opportunity for employers
and individuals alike.*





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THE GREATER SACRAMENTO TALENT STORY

TESTIMONIALS

Company: Riskalyze

Industry: Technology/Fintech

"We couldn't be prouder to have built our growing company in the Sacramento area. From the overall **talent pool** to the support from community leadership, **this region has been great** for our business and for the lives of our employees and their families."

Aaron Klein, CEO

Company: SuiteAmerica

Industry: Logistics/Corporate Relocations

"We relocated our headquarters over 20 years ago to the Sacramento region. Based in El Dorado Hills, we have found that the affordability and lower cost of living compared to many urban areas have been a real plus for our company and our employees."

Less traffic, less stress and overall ease of living. The talent pool is excellent. Everyone wants to be here."

Robin Masten, President



The Greater Sacramento Talent Story examines access to talent and opportunities for growth across the region. Gone are the days when Greater Sacramento could be considered merely a government town with a high concentration of public institutions. Increased amenities and a lower cost of living have led to higher inbound migration, particularly among Millennials. Our region's educated and diverse population, higher quality of life and employment opportunities are all factors that continue to make Greater Sacramento a better choice for businesses and individuals alike.

Company: Zennify

Industry: Technology/Cloud Computing

"Greater Sacramento offers a treasure of **technical talent** and **creative problem solvers** and is now Zennify's core site for cloud innovation and Salesforce solution development."

Manvir Sandhu, Founder & President

Company: Luxer One

Industry: Logistics/Smart Storage

"Moving our operations to Sacramento has opened my eyes to how our company can fill the needs of much wider audiences. I credit our growth to our move to Sacramento. It enabled me to better define our vision and test solutions that have now scaled across the country to fill a real, nationwide market opportunity."

If San Francisco is the hotbed of innovation, then **Sacramento is the hotbed of opportunity.**"

Arik Levy, CEO

Company: Trifecta

Industry: Technology/Food Tech

"Trifecta is the definition of **'Farm-to-Fork'** in the 21st century. Our team sources ingredients from the Central Valley to produce millions of meals sold via e-commerce that are shipped nationwide, **helping build** a healthier America - one meal at a time."

Greg Connolly, Founder & CEO

Company: Applied Spectra

Industry: Technology/Chemical Tech

"As we were evaluating locations for our new headquarters - **access to talent**, the proximity to the Bay, manufacturing supply chain infrastructure, **affordable housing** and **quality of life** for our employees were the items that were top of mind. West Sacramento and the Greater Sacramento region met all these important criteria. We are excited to be a part of a community where their mission aligns with our company's values."

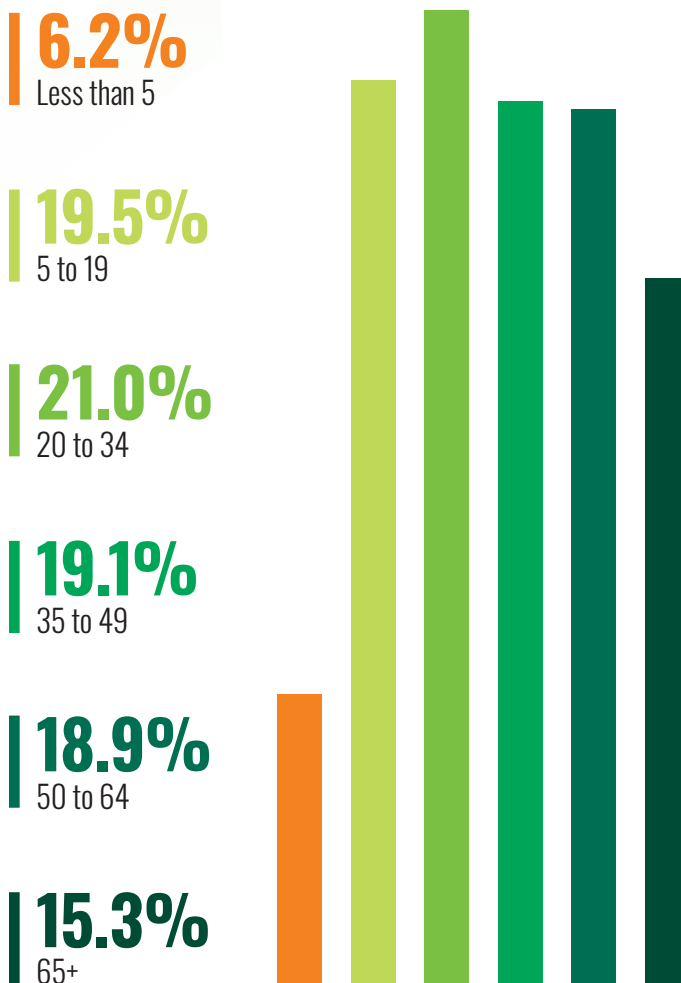
Dr. Jong H. Yoo, CEO & President

WHO'S HERE NOW?

POPULATION

The Greater Sacramento metro area is home to more than 2.5 million individuals across Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter counties. Over the past decade, the region's population has grown by 20%. Furthermore, the greatest percentage of the population falls within the ages of 20 to 49 with a median age of 37.0 years.

GREATER SACRAMENTO POPULATION BY AGE



Source: Emsi, 2019.

MEDIAN AGE BY MARKET

Salt Lake City, UT	32.4
Austin, TX	32.7
Pittsburgh, PA	32.9
Phoenix, AZ	33.3
San Diego, CA	34.3
Sacramento, CA	34.3
Denver, CO	34.4
Kansas City, MO	35.2
Reno, NV	35.5
Seattle, WA	35.7
Los Angeles, CA	36.0
San Jose, CA	36.4
Portland, OR	36.8
Las Vegas, NV	37.4
San Francisco, CA	38.3
Scottsdale, AZ	46.9
United States	37.8
California	36.1

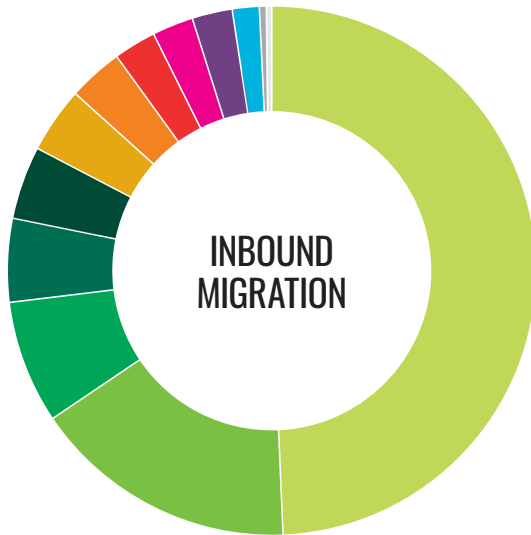
Source: US Census Bureau, 2018.



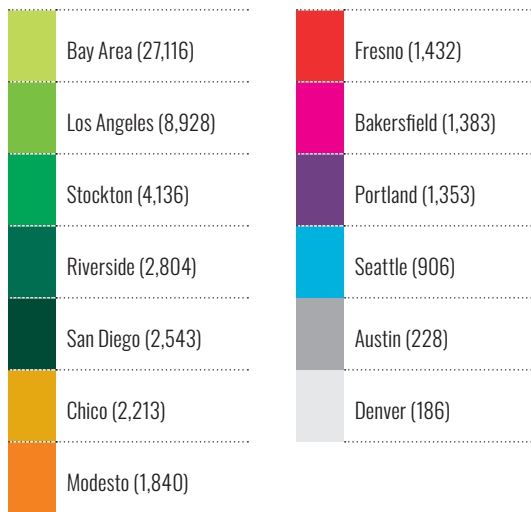


WHO'S MIGRATING IN?

INBOUND MIGRATION



Top areas from which individuals are migrating to Greater Sacramento annually:



Source: US Census County to County Migration, 2016.

MILLENNIAL MIGRATION

RANKING

1	Seattle, Washington Net: 7,302 Millennials gained
2	Columbia, South Carolina Net: 6,937 Millennials gained
3	Sacramento, California Net: 6,680 Millennials gained
4	Minneapolis, Minnesota Net: 6,529 Millennials gained
5	Jacksonville, Florida Net: 6,354 Millennials gained
6	Newport News, Virginia Net: 5,667 Millennials gained
7	San Jose, California Net: 5,496 Millennials gained
8	Denver, Colorado Net: 5,106 Millennials gained
9	Norfolk, Virginia Net: 4,997 Millennials gained
10	Virginia Beach, Virginia Net: 4,984 Millennials gained

Source: Miller, Derek. "Where Are Millennials Moving?" SmartAsset, 2018.

In recent years Sacramento has experienced an influx of migration, particularly of Millennials seeking opportunities outside of larger markets. Net migration data has shown that Sacramento is the third most popular city in the nation for Millennials and this trend is expected to continue. People are leaving more expensive cities with a higher cost of living for hubs like Greater Sacramento due to its lower living costs, access to amenities, proximity to local attractions and the available job opportunities.

DIVERSITY IN GREATER SACRAMENTO

Diversity in the Greater Sacramento region is increasing rapidly. Of the non-Caucasian population, the leading ethnic minorities include Hispanic, Asian, Black, and Two or More Races, Non-Hispanic.

RACE/ETHNICITY	2018 POPULATION
Hispanic	467,635
Asian	340,932
Black	169,419
Two or More Races, Non-Hispanic	107,700
Two or More Races, Hispanic	36,122
American Indian or Alaskan Native, Hispanic	24,343
Black, Hispanic	20,615
Native Hawaiian or Pacific Islander, Non-Hispanic	20,480
Asian, Hispanic	15,269
American Indian or Alaskan Native, Non-Hispanic	14,900
Native Hawaiian or Pacific Islander, Hispanic	3,016
TOTAL	1,220,431

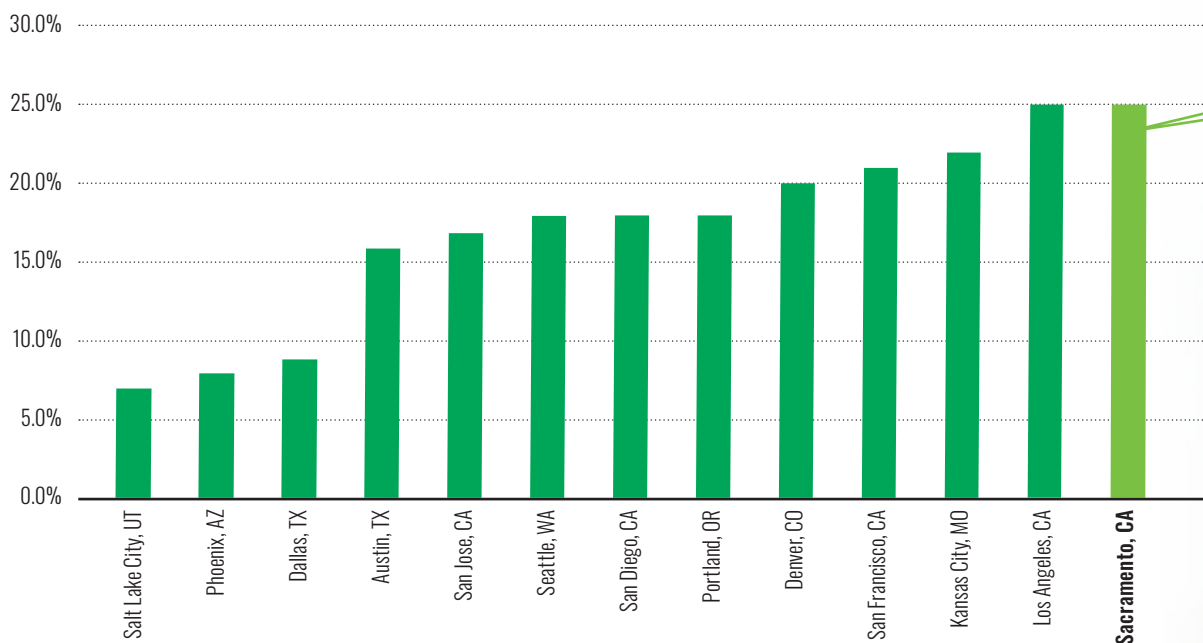
Source: Emsi, 2019.



WOMEN-FOUNDED BUSINESSES IN THE UNITED STATES

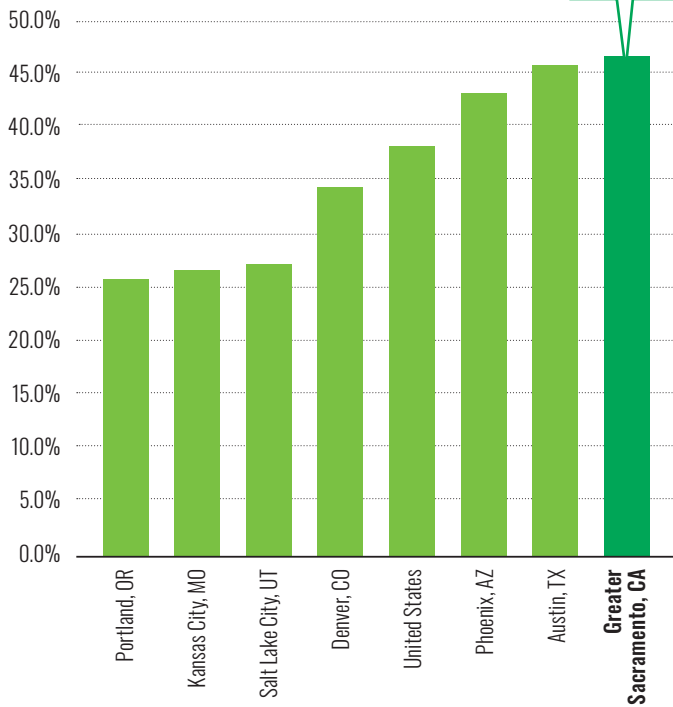
The Greater Sacramento region leads the nation in the number of Women-Founded Businesses. Tied with Los Angeles, 25% of all businesses in Greater Sacramento are founded by women.

PERCENTAGE OF WOMEN-FOUNDED BUSINESSES



Source: Center for American Entrepreneurship Analysis of PitchBook Data, 2017.

CONCENTRATION OF DIVERSE POPULATIONS ACROSS THE COUNTRY



Source: Emsi, 2019.

In a study of over 1,000 companies by McKinsey Analysts, the organizations with the most ethnic and cultural diversity on their executive boards were 33% more likely to achieve above-average profitability.

Source: McKinsey Analysis, 2017.

Sacramento MSA

TIED
FOR **1st**

IN THE NATION

ORGANIZATIONS WITH THE MOST GENDER-DIVERSE LEADERSHIP TEAMS ARE 27% MORE LIKELY TO OUT-PERFORM ON VALUE CREATION.

Source: McKinsey Analysis, 2017.

WHAT DOES THE PIPELINE LOOK LIKE?

EDUCATION

Greater Sacramento has access to a top-tier pipeline of 754,963 students currently enrolled in 2-year and 4-year institutions within 100 miles.



56% of undergraduates are enrolled in STEM majors.



35% of undergraduates are enrolled in STEM majors.

Sources: UC Davis, CSU Sacramento, 2019.

STUDENT POPULATION AT THE LARGEST EDUCATIONAL INSTITUTIONS IN THE REGION

NAME	STUDENT POPULATION
UC Davis	37,380
American River College	31,858
CSU Sacramento	31,255
Sacramento City College	21,323
Sierra College	18,221
CSU Chico	17,488
Cosumnes River College	14,120
Folsom Lake College	8,682
UC Merced	7,967

College Navigator, 2019.



*Top 10 on the West Coast
for Computer Science
and Engineering*



UC DAVIS



OVERVIEW

- **Top Majors:** Managerial Economics, Neurobiology, Computer Science, Human Development, Biochemistry & Molecular Biology
- Top 30 in the nation for Economics, Management, English and a variety of Engineering majors
- Top 10 on the West Coast for Computer Science and Engineering
- #1 in the nation for launching women into STEM professions
- #5 Public University in the U.S.
- #1 Global Veterinary University
- #2 Global Agricultural Sciences

PROGRAMS & INITIATIVES

- UC Davis will be developing an innovation center on the UC Davis Health campus in Sacramento called Aggie Square. This project aims to create opportunities throughout the region, both educational and economic. The innovation hub will offer 600,000 sq. ft. of office and laboratory space, 50,000 sq. ft. of retail and 600 housing units.
- The university offers a wide variety of research programs including the Air Quality Research Center, the Comprehensive Cancer Center, the Institute of Transportation Studies and more.

Sources: UC Davis, U.S. News, World Report, 2019.

CSU SACRAMENTO

OVERVIEW

- **Top Majors:** Business Administration, Nursing, Criminal Justice, Communications, Biology
- In 2010 and 2015, Sacramento State was awarded with the Carnegie Community Engagement Classification
- #7 Most diverse university in the western United States
- Nearly 70% of Sacramento State students receive some kind of financial assistance. Only 42% of undergraduates reported graduating with debt in 2013, compared to a national average of 69%.

PROGRAMS & INITIATIVES

- Sacramento State's Master of Public Policy and Administration ranks 21st in the nation.
- The university's Capital Fellows Programs are consistently recognized among the nation's best internship programs and were voted into the top 10 in 2010, 2011, 2012 and 2014.

Sources: CSU Sacramento, U.S. News, World Report, 2019.



SACRAMENTO
STATE

UNIVERSITY OF THE PACIFIC



OVERVIEW

- **Top Majors:** Master of Physician's Assistant, Doctorate of Education, Master of Public Policy
- Top 10 business program in California
- #3 in salary after attending a similar-sized university in California
- #5 out of the 50 most underrated colleges in America

PROGRAMS & INITIATIVES

- UOP has 80 undergraduate areas of study, 12 accelerated programs and over 30 graduate programs.
- UOP offers a unique 4-Year Graduation Guarantee. If the student meets all conditions of the four year plan but is unable to graduate due to unavailability of a course, the university will cover the additional cost.

Sources: University of the Pacific, Business Insider, White House College Scorecard, 2019.

UC MERCED

OVERVIEW

- **Top Majors:** Biology, Mechanical Engineering, Computer Engineering, Business Administration
- #5 in the nation for social mobility

PROGRAMS & INITIATIVES

- Research expenditures exceeded \$28.9 million in the 2017-2018 fiscal year.

Source: UC Merced, 2019.



CSU CHICO

OVERVIEW

- **Top Majors:** Business Administration, Pre-Nursing, Mechanical Engineering, Psychology
- Top 10 Regional Public University in the West since 1998

PROGRAMS & INITIATIVES

- The Media, Entertainment and Technology collaboration program features virtual reality and other cutting-edge tech in the classroom.

Source: CSU Chico, 2019.



UC BERKELEY



OVERVIEW

- **Top Majors:** Engineering, Economics, Biological & Biomedical Sciences, Computer & Information Sciences
- #1 Public University Worldwide
- #2 in the nation for Business Programs
- #3 in the nation for Engineering Programs

PROGRAMS & INITIATIVES

- 350+ Degree Programs
- Office of Undergraduate Research & Scholarships offers funding while supporting collaboration and research activities on campus.
- In the fiscal year ending June 30, 2019, UC Berkeley attracted \$779.8 million in new research awards.

Source: UC Berkeley, 2019.

WILLIAM JESSUP UNIVERSITY



OVERVIEW

- **Top Majors:** Psychology, Business Administration
- #2 Regional College in the West
- #4 Best Value School in the West
- #2 Best College for Veterans in the West

PROGRAMS & INITIATIVES

- William Jessup University distributes more than \$30 million each year in scholarships to students.
- The Dual Credit Program provides high school students with the opportunity to receive college credit for courses offered on their campuses.

Sources: William Jessup University, U.S. News, World Report, 2019.

LOS RIOS COMMUNITY COLLEGE DISTRICT



OVERVIEW

- **Top Majors:** Business Administration, Social Sciences, Liberal Arts & Humanities
- 2nd Largest community college district in California
- Approximately 75,000 students enrolled in the district colleges
- During the last recession, Los Rios was among only a handful of educational institutions in the state to avoid significant cuts to services

PROGRAMS & INITIATIVES

- The district specializes in workforce and economic development programs for business, government and organizations throughout the region.
- Los Rios offers AA/AS degrees, certificates and transfer education opportunities.

Source: Los Rios Community College District, 2019.

TECHNICAL SCHOOL PROGRAMS



MTI COLLEGE

MTI has called Sacramento home since 1965. Sitting between Arden Arcade and Citrus Heights, MTI is a trade and vocational school with programs in healthcare, information technology and business. MTI has been ranked the #1 vocational school in the Sacramento area largely due to 90% of graduates finding employment after graduation.

Source: MTI College, 2019.



CARRINGTON COLLEGE

Carrington provides a diverse range of in-demand healthcare related certificate and associate degree programs. Most programs can be completed in 8 to 18 months, ranging from Registered Nursing, Veterinary Assisting, Medical Administrative Assisting, and Dental Hygiene.

Source: Carrington College, 2019.



UNITEK COLLEGE

Unitek specializes in preparing students for the medical field with a focus in Medical Assisting and Vocational Nursing. The Sacramento campus consists of a 12,136 sq. ft. facility with nine classrooms and three modern labs.

Source: Unitek College, 2019.



NATIONAL CAREER EDUCATION

NCE offers specialized career training and professional support via a diverse range of technical programs. Students seeking medical and technical training have the ability to become certified in their specialty in a timely manner and achieve their career goals.

Source: NCE, 2019.



UNITED EDUCATION INSTITUTE

UEI Sacramento is a technical school that provides career training and skills supported by faculty and staff that are committed to helping students reach their goals, especially when challenges arise. UEI offers several vocational and trade programs, including automotive, health and business specialties.

Source: UEI College, 2019.



UNIVERSAL TECHNICAL INSTITUTE

UTI offers a top Automotive Technology program. Focusing on a learn-by-doing philosophy, students take on the maintenance and repair of both foreign and domestic autos. The program is 51 weeks from start to finish, with an average of 690 hours in the lab. Four out of five graduates find employment in their field of study.

Source: Universal Technical Institute, 2019.

CODING BOOTCAMPS

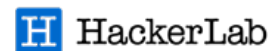


UC DAVIS

Location
Downtown Sacramento

Subject Material
HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, Git and Java.

Source: UC Davis, 2019.



HACKERLAB

Location
Midtown, Rocklin, Rancho Cordova

Subject Material
Electronics, Design - CAD - CNC, Programming & Web Development, Photography - Video -Audio, Business and Entrepreneurship, MakerAcademyX and more.

Source: Hacker Lab, 2019.



ACADEMYX

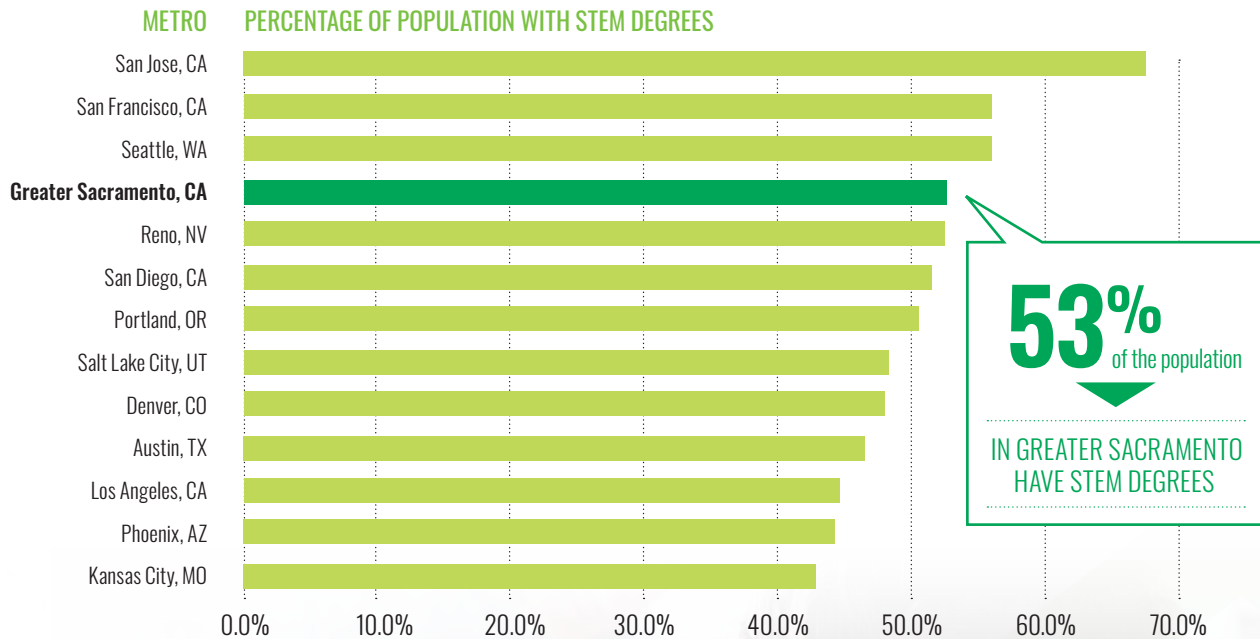
Location
Natomas

Subject Material
Access, Acrobat, InDesign, JavaScript, SEO, SQL and more.

Source: AcademyX, 2019.

GRADUATE POPULATION

The total population in the Greater Sacramento region with a bachelor's degree or higher has increased by 9% in the past five years. This demonstrates faster-paced growth compared to California (7%) and the United States (6%). Of the 2.5 million residents in the area, over 520,000 have a BA/BS at a minimum. For the population with STEM-related bachelor's degrees, Greater Sacramento ranks as #5 in the West and #8 among the largest 50 Metropolitan Statistical Areas (MSA's) in the country.



Source: Emsi, 2019.





GRADUATE RETENTION

College graduates are a key driver of innovation and economic development. Communities with higher concentrations of college graduates have greater economic growth, and about 42% of Greater Sacramento graduates stay within the region. The top industries that employ a greater amount of these graduates include Healthcare and Technology – the two industries that currently dominate Greater Sacramento’s private sector.

TOP 10 MAJORS COMPLETED IN GREATER SACRAMENTO

MAJOR	
1	Business Administration, Management & Operations
2	Social Sciences, General
3	Biological & Physical Sciences
4	Liberal Arts & Sciences, General Studies & Humanities
5	Communication & Media Studies
6	Psychology, General
7	Criminal Justice & Corrections
8	Biology, General
9	Economics
10	Research & Experimental Psychology

Source: Emsi, 2019.

GRADUATE PIPELINE BREAKDOWN

SCHOOL	TOTAL GRADS (2017)
1 UC Berkeley	12,498
2 UC Davis	10,492
3 CSU Sacramento	7,820
4 American River College	6,630
5 CSU Chico	4,455
6 Sierra College	3,170
7 Sacramento City College	2,059
8 UC Merced	1,420
9 Cosumnes River College	1,183
10 Folsom Lake College	1,158
TOTAL	50,885

Source: Emsi, 2019.

TOP EMPLOYERS IN GREATER SACRAMENTO

COMPANY	# OF EMPLOYEES
1 Kaiser Permanente	16,959
2 Sutter Health	12,138
3 Dignity Health	7,000
4 Intel Corp.	6,000
5 Raley's, Inc.	5,528
6 Apple, Inc.	5,000
7 Safeway	3,577
8 PRIDE Industries	3,036
9 Health Net, Inc.	3,000
10 VSP Global	2,700

Source: Sacramento Business Journal, 2018.

TECH TALENT

Sacramento was named one of the Top-Ranked Tech Talent Markets out of 50 major markets in the United States and Canada.

Source: CBRE, 2019.

Sacramento
#6

SMALL TECH
MARKETS IN
NORTH AMERICA

Sacramento
#10

OVERALL IN NORTH AMERICA
ENGINEERING-RELATED
TECHNOLOGY

TALENT ACQUISITION, TRAINING AND RETENTION

The Greater Sacramento region has a multitude of resources that offer services for employers and job seekers. Resource centers across our region provide programs to assist with employee acquisition, training and retention.

STAFFING AGENCIES

VOLT

Volt Workforce Solutions

An international staffing firm with a branch in Roseville, CA.



Star Staffing

A certified woman-owned, full-service career and job placement platform.



Randstad Sacramento

Randstad provides talent acquisition and management services, career resources, and job placement.



Robert Half Staffing

A national staffing firm that uses cutting-edge matching technology to help connect employers with top candidates.



Pacific Staffing

Over 30 years of experience in connecting Northern California job seekers and employers across diverse industries.



River City Staffing

Specializes their employment matching services with professionals in administrative, accounting and financial sectors.

WORKFORCE DEVELOPMENT RESOURCES



California Employment
Development
Department (EDD)



CareerGPS



SACRAMENTOWORKS

Sacramento Works



California Small Business
Development Centers (CBDC)



Employment Training
Panel



UC Davis Extension



CalJobs



CA Workforce Development
Board (CWDB)



Sacramento Employment
& Training Agency (SETA)



Sacramento State Center
for Small Business (CSB)



California Department of
Industrial Relations (DIR)

WORKFORCE INVESTMENT BOARDS

Workforce Investment
Boards (WIBs)

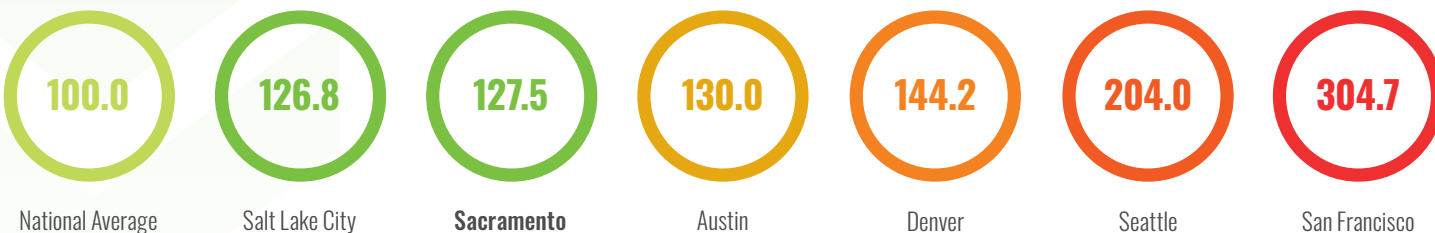
WORKFORCE INNOVATION & OPPORTUNITY ACT

Workforce Innovation and
Opportunity Act

WHY DOES TALENT WANT TO BE HERE?

COST OF LIVING

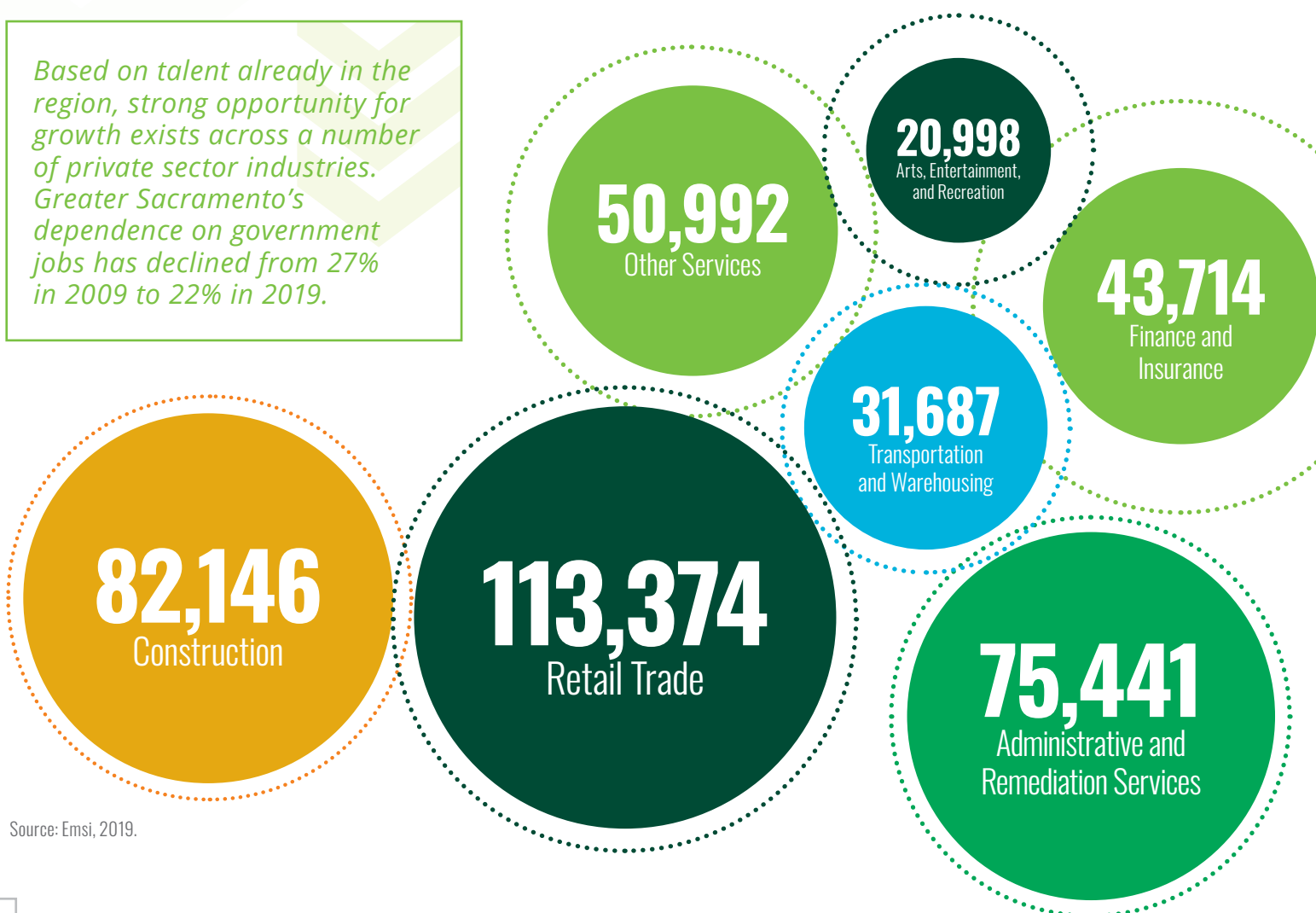
The **cost of living index** measures relative price levels for consumer goods and services. The national average is 100, and each index is read as a percentage of the national average. As the index number rises, living becomes less affordable for the average consumer.



Source: Sperling's Best Cities COL Index, 2019.

PRIVATE SECTOR WORKFORCE AND EXPANSION POTENTIAL

Based on talent already in the region, strong opportunity for growth exists across a number of private sector industries. Greater Sacramento's dependence on government jobs has declined from 27% in 2009 to 22% in 2019.



Source: Emsi, 2019.

AVERAGE EARNINGS

METRO	MEDIAN HOUSEHOLD INCOME	AVERAGE RENT PER MONTH	RENT TO INCOME RATIO
Greater Sacramento, CA	\$69,759	\$1,210	20.8%
Salt Lake City, UT	\$63,642	\$1,112	21.0%
Austin, TX	\$69,502	\$1,250	21.6%
Denver, CO	\$72,614	\$1,462	24.2%
Seattle, WA	\$86,735	\$1,778	24.6%
San Francisco, CA	\$104,880	\$3,421	39.1%
Los Angeles, CA	\$65,950	\$2,256	41.0%
United States	\$65,662	\$1,352	24.7%

Sources: Emsi, Axiometrics, 2019.

HOUSING AFFORDABILITY

METRO	MED. HOME PRICE APR 2019	WAGE TO AFFORD A 2-BDR APT
Kansas City, MO	\$226,000	\$18.33/hr
Phoenix, AZ	\$285,000	\$20.63/hr
Dallas, TX	\$300,000	\$23.10/hr
Austin, TX	\$325,000	\$25.29/hr
Salt Lake City, UT	\$365,000	\$20.67/hr
Reno, NV	\$377,000	\$19.94/hr
Greater Sacramento, CA	\$409,000	\$23.46/hr
Portland, OR	\$414,000	\$26.67/hr
Denver, CO	\$451,000	\$29.00/hr
Seattle, WA	\$625,000	\$36.52/hr
San Diego, CA	\$649,000	\$39.77/hr
Los Angeles, CA	\$650,000	\$34.44/hr
San Jose, CA	\$1,275,000	\$54.60/hr
San Francisco, CA	\$1,618,000	\$60.96/hr

Sources: Redfin, National Low Income Housing Coalition, 2019.

13,193
Management of
Companies and
Enterprises



586

Mining, Quarrying, and
Oil & Gas Extraction

21,842
Real Estate and
Rental & Leasing

13,863
Information

16,323
Agriculture, Forestry,
Fishing, and Hunting

69,117
Professional, Scientific,
and Technical Services

19,719
Educational
Services

156,929
Health Care

30,395
Wholesale
Trade

39,881
Manufacturing

..... Potential to expand workforce across industries with the talent currently enrolled in universities and colleges

QUALITY OF LIFE

ROCKLIN-ROSEVILLE-GRANITE BAY

Average Home Price	\$505,000
Average Rent per Month	\$2,395
Average Household Size	3 People
Median Household Income	\$125,238
Distance to Lake Tahoe	1hr 30min
Distance to San Francisco	1hr 40min

SACRAMENTO

DAVIS

SACRAMENTO - SAN FRANCISCO
1 HR 40 MIN DRIVE

ELK GROVE

DAVIS

Average Home Price	\$599,000
Average Rent per Month	\$2,600
Average Household Size	3 People
Median Household Income	\$63,071
Distance to Lake Tahoe	2hr
Distance to San Francisco	1hr 10min

SAN FRANCISCO

Average Home Price	\$1,440,000
Average Rent per Month	\$3,421
Average Household Size	2 People
Median Household Income	\$104,880

SAN FRANCISCO

SOUTH LAKE TAHOE

SACRAMENTO - LAKE TAHOE
2 HR DRIVEFOLSOM -
EL DORADO HILLS

FOLSOM-EL DORADO HILLS

Average Home Price	\$557,000
Average Rent per Month	\$2,400
Average Household Size	3 People
Median Household Income	\$106,718
Distance to Lake Tahoe	1hr 25min
Distance to San Francisco	1hr 40min

200+
DAYS OF EVENTS600K+
ATTENDEESLAND PARK-EAST SACRAMENTO-
MIDTOWN

Average Home Price	\$590,000
Average Rent per Month	\$2,150
Average Household Size	3 People
Median Household Income	\$61,159
Distance to Lake Tahoe	2hr
Distance to San Francisco	1hr 20min

200+
LOCAL VENDORS
& ARTISTS22
MUSEUMS

ELK GROVE

Average Home Price	\$443,000
Average Rent per Month	\$2,000
Average Household Size	3 People
Median Household Income	\$85,556
Distance to Lake Tahoe	2hr
Distance to San Francisco	1hr 30min

7+
FARMER'S MARKETS
YEAR-ROUND

THE MOST DESIRABLE NEIGHBORHOODS IN GREATER SACRAMENTO

LAND PARK EAST SACRAMENTO MIDTOWN

THE HOTTEST NEIGHBORHOOD

Restaurants 230+

Coffee Shops 35+

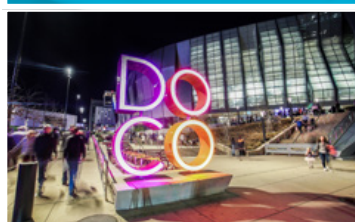
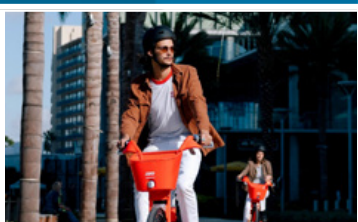
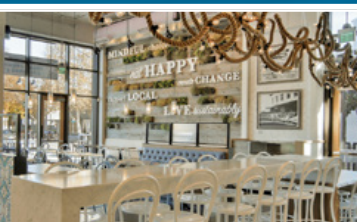
Fitness Centers 25+

Shopping Centers 60

Bars & Nightlife 50+

DOWNTOWN

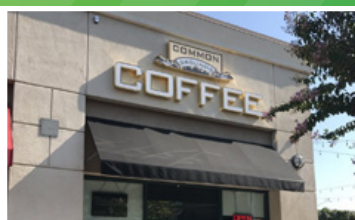
THE BUSINESS DISTRICT



150+ 
MILES OF BIKE TRAILS

9+ 
RIVERS & LAKES

35+ 
GOLF COURSES



FOLSOM EL DORADO HILLS

AN ADVENTURER'S PARADISE

Restaurants 60+

Coffee Shops 30+

Fitness Centers 40+

Shopping Centers 50+

DAVIS

THE STUDENT HUB

Restaurants **150+**

Coffee Shops **130+**

Fitness Centers **65+**

Shopping Centers **15+**

ROCKLIN ROSEVILLE GRANITE BAY

AN IDYLIC AREA TO RAISE A FAMILY


Restaurants **195+**

Coffee Shops **60+**

Fitness Centers **70+**

Shopping Centers **10+**



265 
DAYS OF SUNNY WEATHER

29 
LOCAL BREWERIES

70 
LOCAL WINERIES



Restaurants **75+**

Coffee Shops **20+**

Fitness Centers **30+**

Shopping Centers **5**

ELK GROVE

FARM-TO-FORK CENTRAL

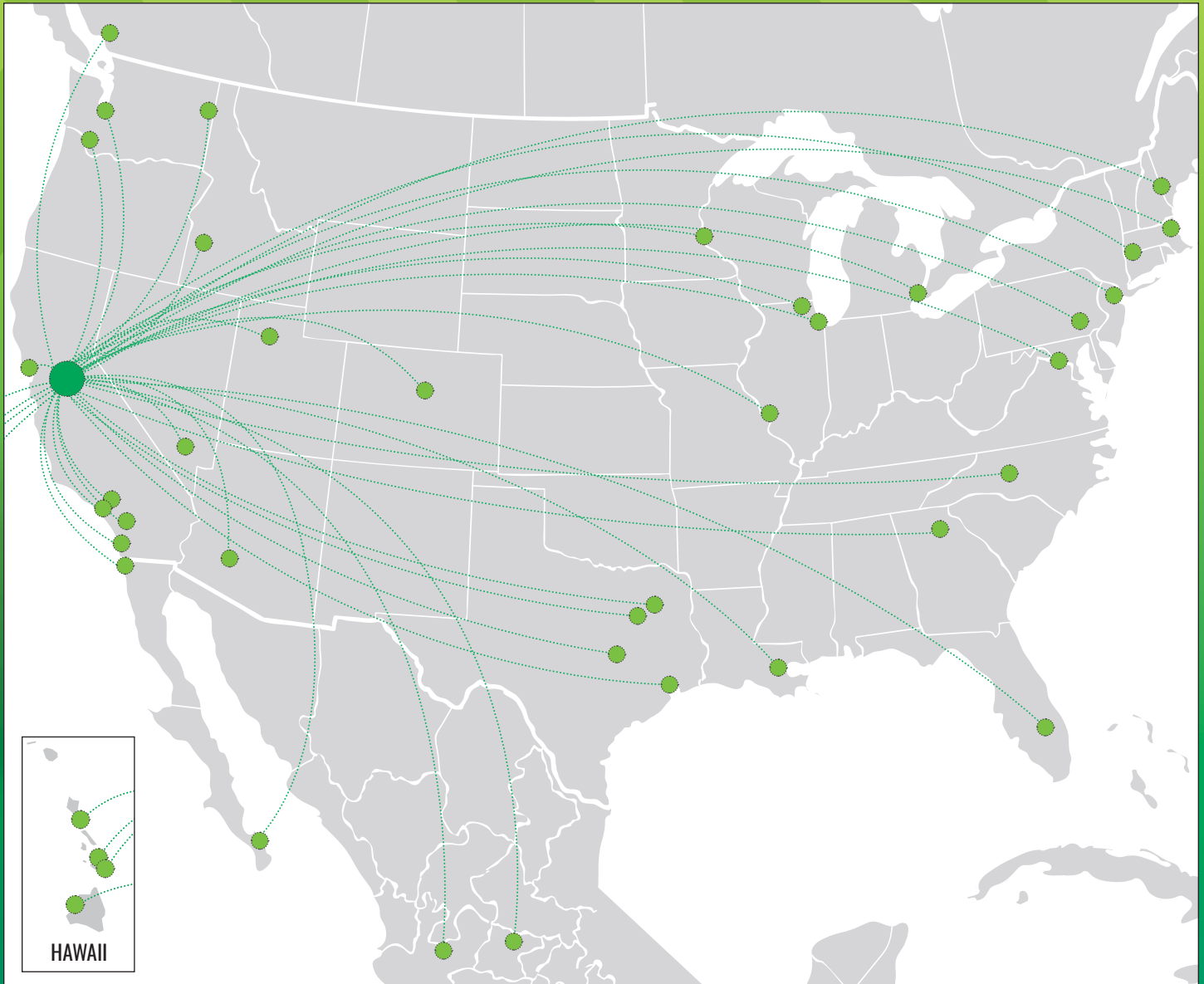
Restaurants **75+**

Coffee Shops **20+**

Fitness Centers **47**

Shopping Centers **20**

TRANSPORTATION: SACRAMENTO INTERNATIONAL AIRPORT



179
NONSTOP
FLIGHTS

from Sacramento International Airport



40

Nonstop National
Destinations



04

Nonstop International
Destinations

Source: Sacramento County Department of Airports, Sacramento International Airport, 2019.

NONSTOP FLIGHTS FROM SMF



17 DAILY NONSTOP FLIGHTS TO SEATTLE

16 DAILY NONSTOP FLIGHTS TO LOS ANGELES

10 DAILY NONSTOP FLIGHTS TO PHOENIX

6 DAILY NONSTOP FLIGHTS TO DENVER

5 DAILY NONSTOP FLIGHTS TO SALT LAKE CITY

4 DAILY NONSTOP FLIGHTS TO CHICAGO

4 DAILY NONSTOP FLIGHTS TO LAS VEGAS

4 DAILY NONSTOP FLIGHTS TO PORTLAND

1 DAILY NONSTOP FLIGHT TO AUSTIN

TRANSPORTATION: AMTRAK



**CAPITOL
CORRIDOR**

San Jose-Oakland-Sacramento-Auburn

70

**INTERCITY TRAINS AND 100
COMMUTER TRAINS PER DAY
IN CALIFORNIA**

4th

**BUSIEST AMTRAK ROUTE IN
THE NATION**

15

**DAILY
ROUND TRIPS**

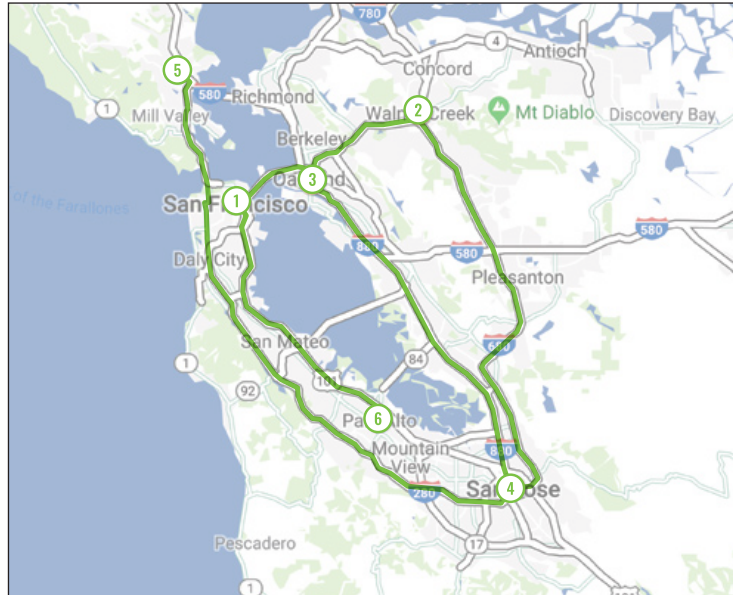
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**MILLION GREATER SACRAMENTO
AMTRAK RIDERS IN 2018**

MARKET COMPARISON: DAILY COMMUTES

BAY AREA

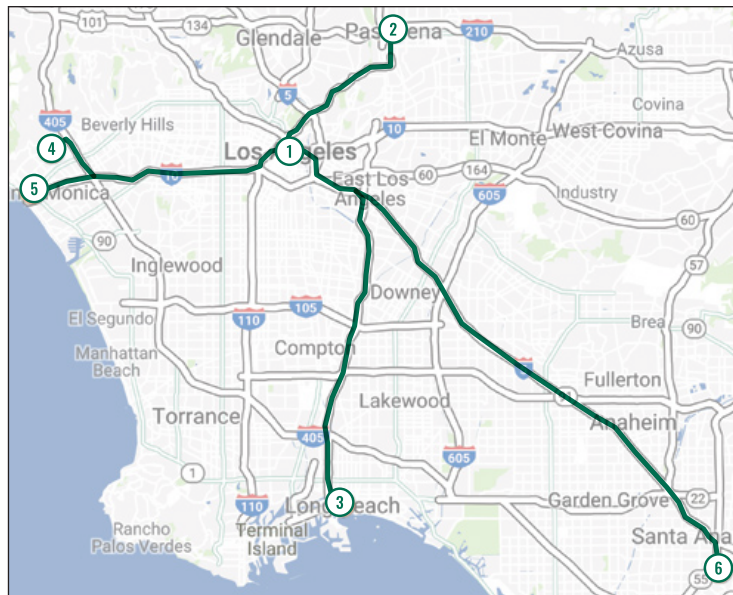
- 1 SAN FRANCISCO
- 2 WALNUT CREEK
- 3 OAKLAND
- 4 SAN JOSE
- 5 SAN RAFAEL
- 6 PALO ALTO



BAY AREA RUSH-HOUR COMMUTE	DISTANCE (MI)	ONE-WAY	ROUND-TRIP
SAN FRANCISCO - WALNUT CREEK	25.2	1hr 14min	2hr 28min
OAKLAND - SAN JOSE	42.6	1hr 22min	2hr 44min
SAN FRANCISCO - SAN JOSE	55	1hr 30min	3hr
SAN JOSE - WALNUT CREEK	48.1	1hr 38min	3hr 16min
SAN RAFAEL - PALO ALTO	50	1hr 46min	3hr 32min

GREATER LOS ANGELES

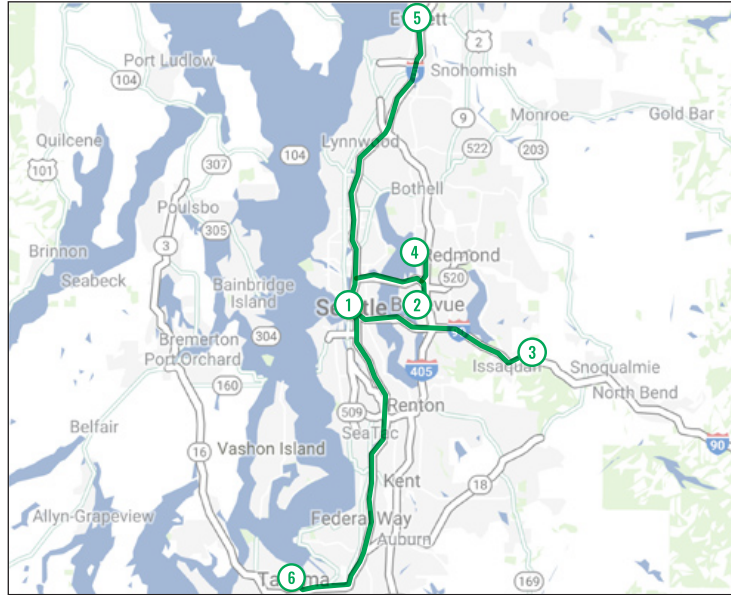
- 1 LOS ANGELES
- 2 PASADENA
- 3 LONG BEACH
- 4 BRENTWOOD
- 5 SANTA MONICA
- 6 ORANGE COUNTY



LOS ANGELES RUSH-HOUR COMMUTE	DISTANCE (MI)	ONE-WAY	ROUND-TRIP
LOS ANGELES - PASADENA	11.5	29min	58min
LONG BEACH - LOS ANGELES	25.1	1hr	2hr
LOS ANGELES - BRENTWOOD	23.3	1hr 14min	2hr 28min
SANTA MONICA - LOS ANGELES	16.2	1hr 29min	2hr 58min
LOS ANGELES - ORANGE COUNTY	40.4	1hr 45min	3hr 30min

SEATTLE

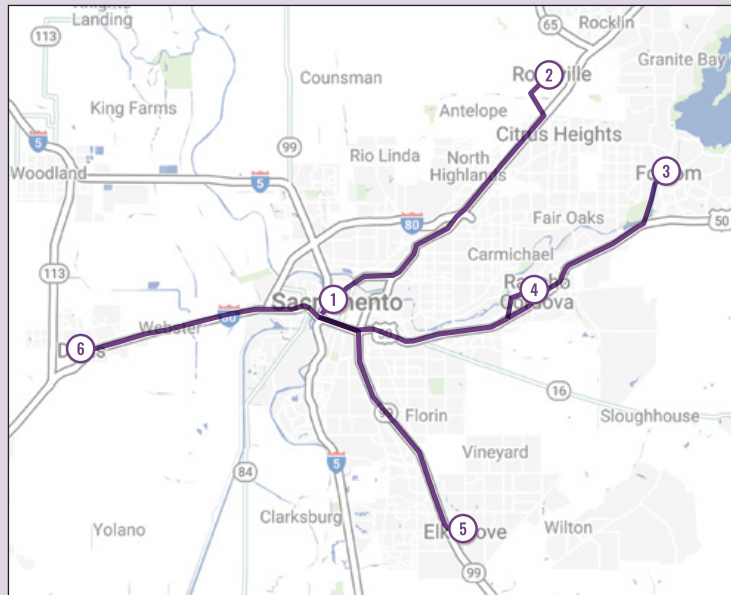
- 1 SEATTLE
- 2 BELLEVUE
- 3 EAST KING COUNTY
- 4 KIRKLAND
- 5 EVERETT
- 6 TACOMA



SEATTLE RUSH-HOUR COMMUTE	DISTANCE (MI)	ONE-WAY	ROUND-TRIP
SEATTLE - BELLEVUE	9.8	34min	1hr 8min
KIRKLAND - SEATTLE	16.0	39min	1hr 18min
SEATTLE - EAST KING COUNTY	27.4	44min	1hr 28min
EVERETT - SEATTLE	28.5	55min	1hr 50min
TACOMA - SEATTLE	33.6	56min	1hr 52min

GREATER SACRAMENTO

- 1 SACRAMENTO
- 2 ROSEVILLE
- 3 FOLSOM
- 4 RANCHO CORDOVA
- 5 ELK GROVE
- 6 DAVIS



SACRAMENTO RUSH-HOUR COMMUTE	DISTANCE (MI)	ONE-WAY	ROUND-TRIP
SACRAMENTO - RANCHO CORDOVA	12.6	30min	1hr
ELK GROVE - SACRAMENTO	15.4	34min	1hr 8min
SACRAMENTO - ROSEVILLE	17.3	37min	1hr 14min
DAVIS - SACRAMENTO	14.7	38min	1hr 16min
SACRAMENTO - FOLSOM	23.2	45min	1hr 30min

This comparison analysis shows the different routes an average commuter will drive in key markets on the West Coast on a daily basis. Commutes in the Bay Area reach up to 3 hours and 32 minutes round trip, while Sacramento's longest daily trip is less than half that time.

Source: Google Maps, 2019.

SNAPSHOTS: A DAY IN THE LIFE

SINGLE MILLENNIAL

Who:	Hunter
Age:	27
Relationship status:	Single
Occupation:	Software Engineer
Place of work:	Downtown
Place of living:	Midtown
Housing type:	Studio Apartment
Housing rent per month:	\$850
Annual salary:	\$93,741
Form of transportation:	JUMP Bike: 10 minutes
After work activity:	Visiting the 29 local breweries in town with coworkers



YOUNG MARRIED COUPLE

Who:	Leidhra	Patrick
Age:	31	31
Relationship status:	Married to Patrick for 1 year	Married to Leidhra for 1 year
Occupation:	Plant Scientist	Distribution Manager
Place of work:	Davis	Metro Air Park
Place of living:	West Sacramento	West Sacramento
Housing type:	2 Bedroom Condo	2 Bedroom Condo
Housing value:	\$279,600	\$279,600
Annual salary:	\$72,223	\$61,853
Form of transportation:	Drive to work: 25 minutes	Drive to work: 20 minutes
After work activity:	Walking their dog on the West Sacramento Riverfront	Going to Kings' games with friends at the Golden 1 Center



"A Day in the Life" is a survey put together that reflects different household types across the Sacramento region. The four scenarios describe a typical day of a Sacramentan - an overview of their living situation, their work and their free time.

YOUNG MARRIED COUPLE

Who:	Alex	James
Age:	35	31
Relationship status:	Married to James for 4 years	Married to Alex for 4 years
Occupation:	Lawyer	Software Design Engineer
Place of work:	Downtown	Downtown
Place of living:	East Sacramento	East Sacramento
Housing type:	2-Bed Single Family Home	2-Bed Single Family Home
Housing value:	\$590,400	\$590,400
Annual salary:	\$87,063	\$95,089
Form of transportation:	Biking: 25 minutes	Drive to work: 20 minutes
After work activity:	Going to concerts at Ace of Spades	Listening to live jazz at the numerous coffee shops



YOUNG FAMILY

Who:	Nick	Kaci
Age:	38	36
Relationship status:	Married to Kaci with three young children	Married to Nick with three young children
Occupation:	Data Analyst Manager	Nurse Practitioner
Place of work:	Rancho Cordova	Roseville
Place of living:	Folsom	Folsom
Housing type:	3-Bed Single Family Home	3-Bed Single Family Home
Housing value:	\$418,900	\$418,900
Annual salary:	\$122,025	\$120,859
Form of transportation:	Yellow Line on the SacRT to work: 20 minutes	Drive to work: 35 minutes
After work activity:	Going camping with the family in Lake Tahoe	Wine tasting with friends at the 70+ wineries in the region



WHAT ARE THE OPPORTUNITIES FOR BUSINESSES?

**\$90
MILLION**
IN TAX CREDITS

AVAILABLE TO BUSINESSES
RESIDING IN OR MOVING TO
THE STATE OF CALIFORNIA

TAX RATE COMPARISONS

METRO	EFFECTIVE TAX RATE 2017	STATE TO BUSINESS SPENDING RATIO
Kansas City, MO	3.40%	\$0.34
Portland, OR	3.70%	\$0.36
Salt Lake City, UT	3.70%	\$0.29
Greater Sacramento, CA	4.10%	\$0.37
Los Angeles, CA	4.10%	\$0.37
San Diego, CA	4.10%	\$0.37
San Francisco, CA	4.10%	\$0.37
San Jose, CA	4.10%	\$0.37
Denver, CO	4.20%	\$0.31
Phoenix, AZ	4.30%	\$0.34
Seattle, WA	4.80%	\$0.29
Austin, TX	4.90%	\$0.22
Dallas, TX	4.90%	\$0.22
Reno, NV	5.40%	\$0.33

Source: EY, 2017.

FOR EVERY DOLLAR RECEIVED IN BUSINESS TAXES, THE STATE OF CALIFORNIA PUTS 37 CENTS TOWARD SPENDING THAT CAN BENEFIT ECONOMIC GROWTH.

Source: EY, 2018.

EXAMPLES OF STATE AND LOCAL INCENTIVES TO COMPANIES



CENTENE

Fortune 500 health provider Centene was seeking a city with a sustainable supply of skilled labor, moderate operating costs and competitive state and local incentives. After exhaustive research, Centene chose Sacramento. Centene has agreed to meet specific salary requirements to reach a median wage of 125% of the current median wage in Sacramento County. The health provider has agreed to bring 5,000 total jobs to the region and 1,500 net new jobs. With this agreement, Centene can earn up to \$9,000 per new net employee. The agreement will allow Centene to receive a maximum of \$13.5 million in incentives, \$7 million of which will come from the California Competes program and \$5.4 million from the city's innovation and growth fund.



US FOODS

US Foods, a Rosemont, Illinois-based food distributor is set to build a \$71.6 million distribution facility in McClellan Park, Sacramento. The incentive package awarded to US Foods includes offsetting \$950,000 in electricity and impact fees along with a \$7 million California Competes tax credit. US Foods plans to hire between 160 and 180 employees and offer a weighted average salary of \$63,000. It is projected to drive more than \$59 million in direct and indirect economic impact from the job growth alone.

SACRAMENTO: TOP 10 TECH MARKETS TO WATCH

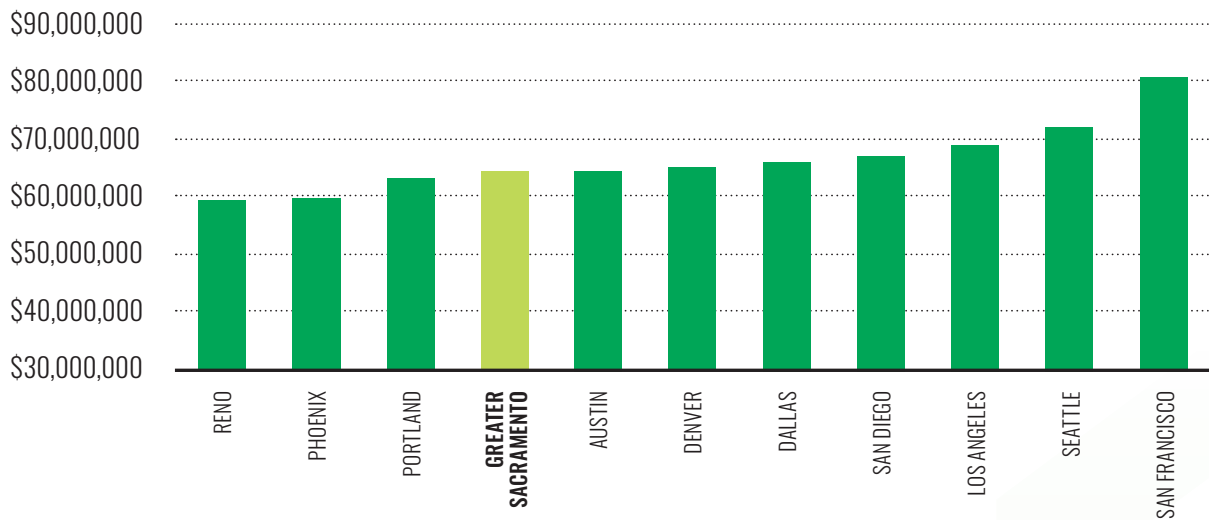
As tech firms seek innovative and creative cultures to attract and retain talent, they are expanding into secondary and tertiary markets. Sacramento has a growing tech industry and affordable business costs - a compelling alternative to larger, pricier markets.

Source: CBRE, 2018.

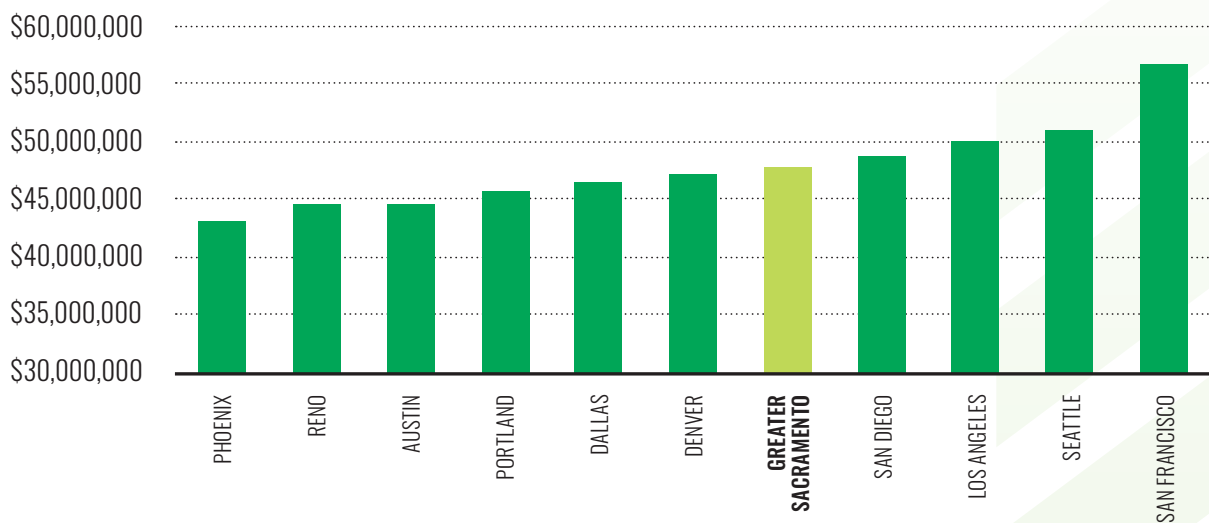
First-Year Operating Costs

The example scenarios below compare operational costs for a Software company and an Advanced Manufacturing company in Greater Sacramento versus other major metros in the United States.

500-JOB SOFTWARE COMPANY

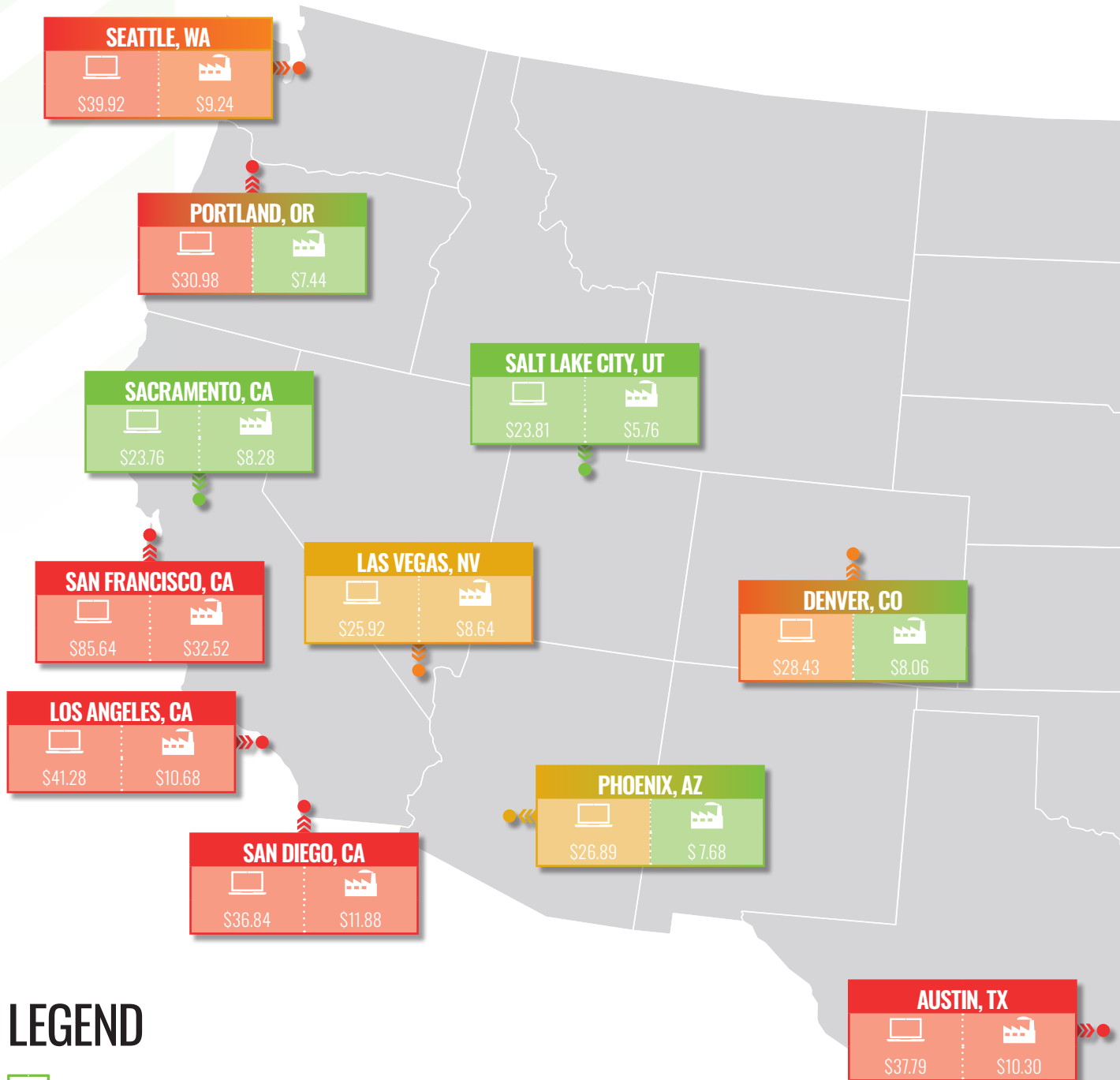


500-JOB ADVANCED MANUFACTURING COMPANY



Source: MetroComp, 2018.

AVERAGE ASKING RENTS:



LEGEND



- Average Asking Rents/SF/Yr: Office

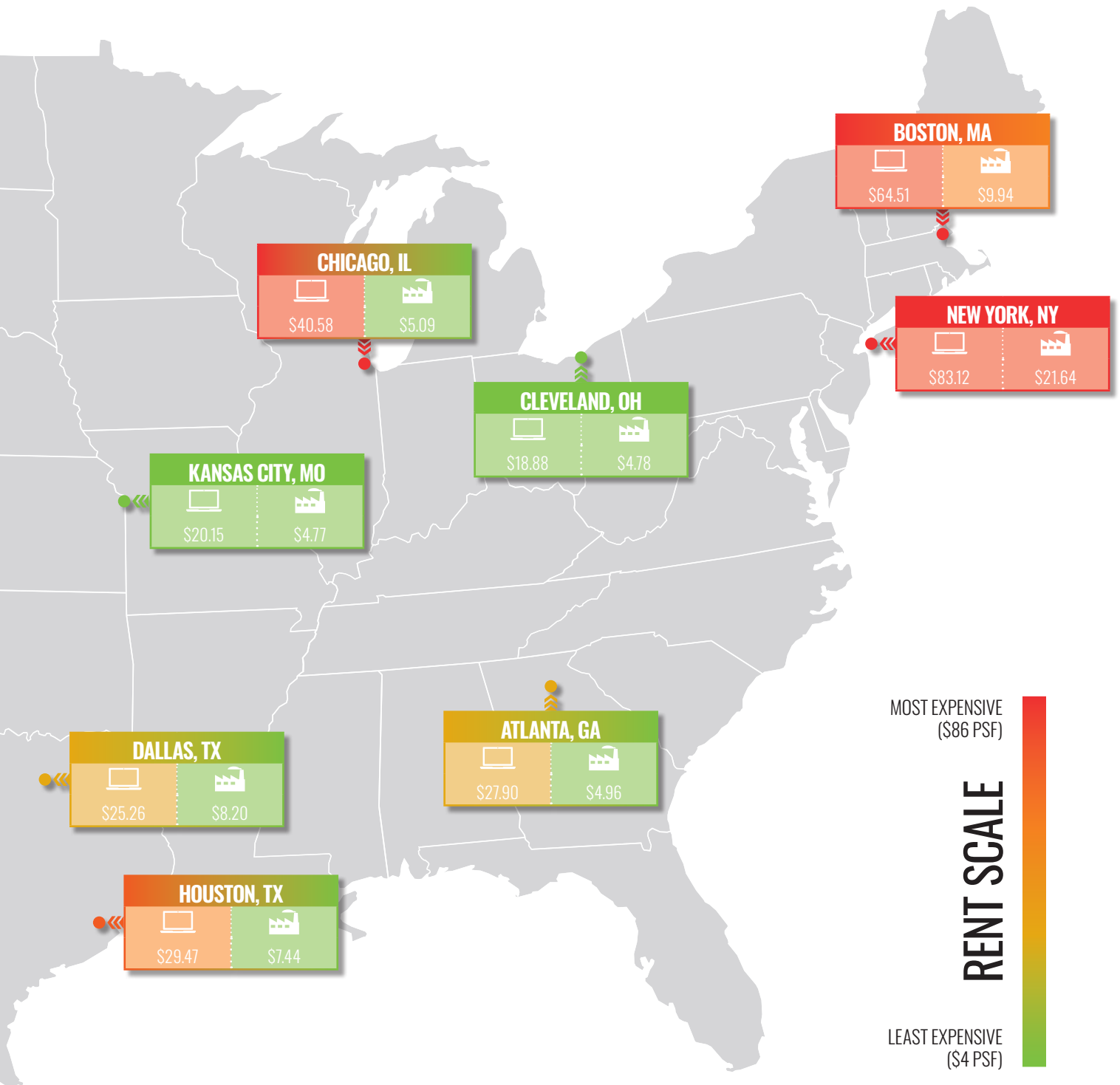


- Average Asking Rents/SF/Yr: Industrial

Source: CBRE, Q2 2019.

OFFICE & INDUSTRIAL

Leasing of office and industrial properties across the country vary widely in pricing. Larger markets are exponentially more expensive than smaller hubs that offer cost-effective options.



HOT SUBMARKETS OF GREATER SACRAMENTO

DOWNTOWN

1,054,635
TOTAL AVAILABLE

5.5%*
VACANCY RATE

\$38.88*
LEASE RATE/SF/YR

Sacramento's Central Business District (CBD) has been home to lawyers, engineers, tech tenants and government officials for decades. Though known as a government town in the past, Downtown's recent urban renaissance has reshaped our city's core into a hotspot for Millennial activity. **The submarket is successfully attracting companies due to its affordability compared to CBD's in other markets, talented workforce and dynamic environment.** Given the demand for quality space, availability of premier assets within the submarket is at an all-time low. As Sacramento has captured the attention of other markets, future speculative development is imperative in order to keep up with the ever-growing city.

*Class A

FOLSOM

518,803
TOTAL AVAILABLE

8.2%
VACANCY RATE

\$24.72
LEASE RATE/SF/YR

The Folsom suburbs are appealing to individuals due to the many amenities, housing options and proximity to local attractions. Similar to the Roseville/Rocklin submarket, Folsom houses major healthcare and technology tenants. **Folsom's vacancy rate falls below the market average and businesses continue to consider this submarket which has a large employment pool to maintain and grow their operations.**

HIGHWAY 50 CORRIDOR

2,034,655
TOTAL AVAILABLE

11.3%
VACANCY RATE

\$20.88
LEASE RATE/SF/YR

As the largest submarket in the Greater Sacramento region, the Highway 50 Corridor has more than 11 million sq. ft. of net rentable office space. Highway 50 has sustained as a viable option for users seeking high quality space for below market-average costs. **This submarket currently offers the most abundant supply of large blocks of Class A space still available for lease in Sacramento.**

POWER INN

2,147,371
TOTAL AVAILABLE

3.8%
VACANCY RATE

\$9.48
LEASE RATE/SF/YR

The Power Inn industrial submarket, the largest in the Sacramento market in terms of NRA, has performed exceptionally well in recent quarters. **Lease rates within the Power Inn submarket surged over the course of 2018 due to the emergence of higher rates for alternative uses.** Rental rates should continue to increase since it is challenging to find quality space elsewhere.

Source: CBRE, Q2 2019.

ROSEVILLE/ROCKLIN

944,293
TOTAL AVAILABLE

9.3%
VACANCY RATE

\$24.12
LEASE RATE/SF/YR

Exponential growth in the affluent suburban towns of Roseville and Rocklin has been caused by the submarket's educated workforce and diverse range of economic opportunities in the private sector. **The submarket is home to Greater Sacramento's highest concentration of STEM degree holders, and the companies with the most significant footprint include healthcare, tech and a variety of services.** More than 75% of the inventory in the submarket is Class A or B, providing high quality product to employers.

SOUTH NATOMAS

357,050
TOTAL AVAILABLE

8.0%
VACANCY RATE

\$27.12
LEASE RATE/SF/YR

Just a five minute drive from Downtown, South Natomas offers its community an affordable alternative compared to the city's CBD. The inventory in this submarket is high quality and its location makes it accessible to major highways. As one of the most sought-after areas, South Natomas is the only submarket in the Greater Sacramento region currently building a speculative office building which will provide 90,000 sq. ft. of premier available space to the market in 2019.

RANCHO CORDOVA

1,445,122
TOTAL AVAILABLE

3.5%
VACANCY RATE

\$8.04
LEASE RATE/SF/YR

Rancho Cordova has a healthy industrial presence surrounded by a substantial workforce. Recently, the Aerojet campus came to market after news of the rocket manufacturer's departure. **Adding over half a million sq. ft. of available space, the campus will ideally bring in some larger, corporate tenants that previously had virtually no options to choose from due to the lack of availability.**

WEST SACRAMENTO

1,329,443
TOTAL AVAILABLE

3.2%
VACANCY RATE

\$6.84
LEASE RATE/SF/YR

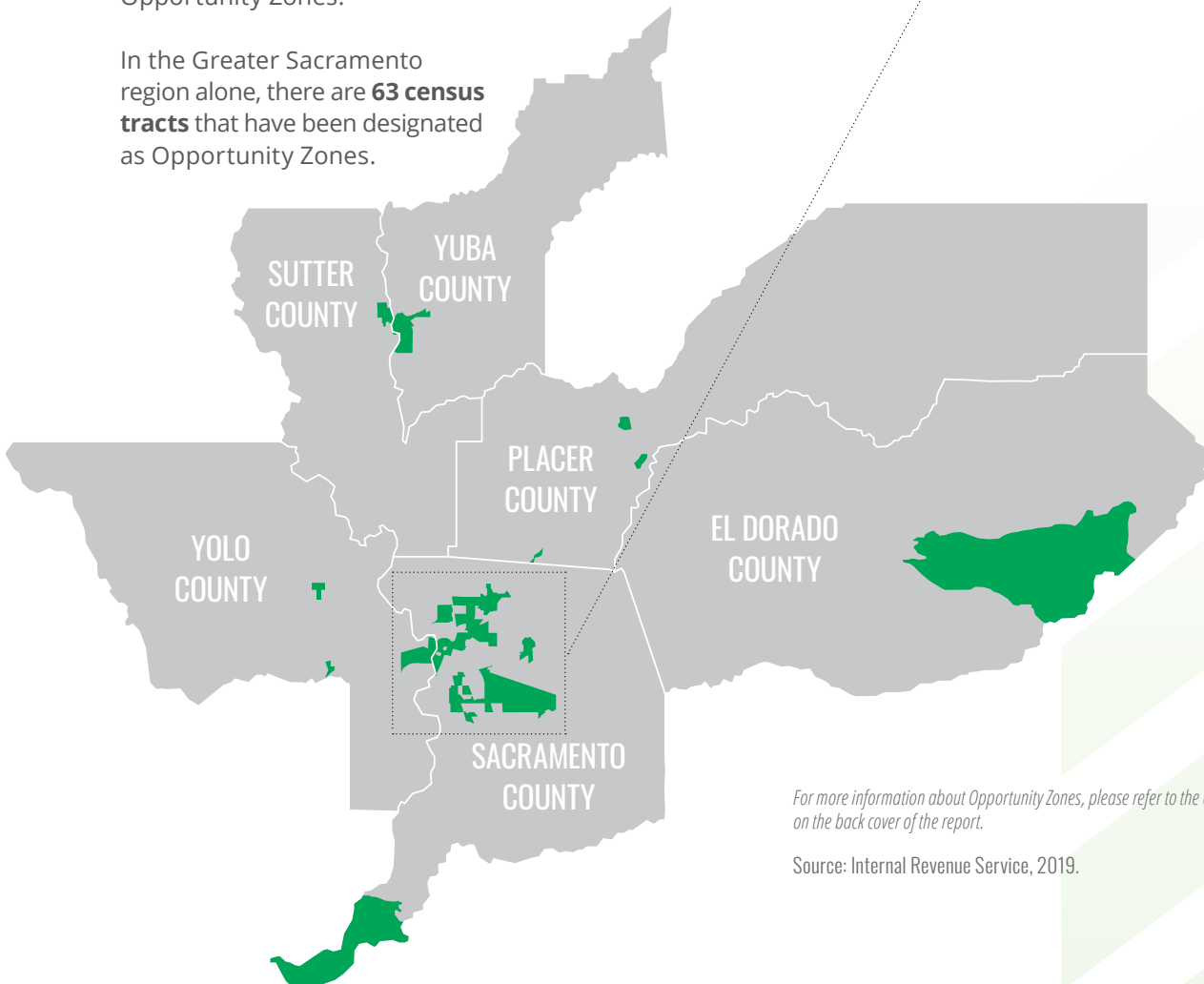
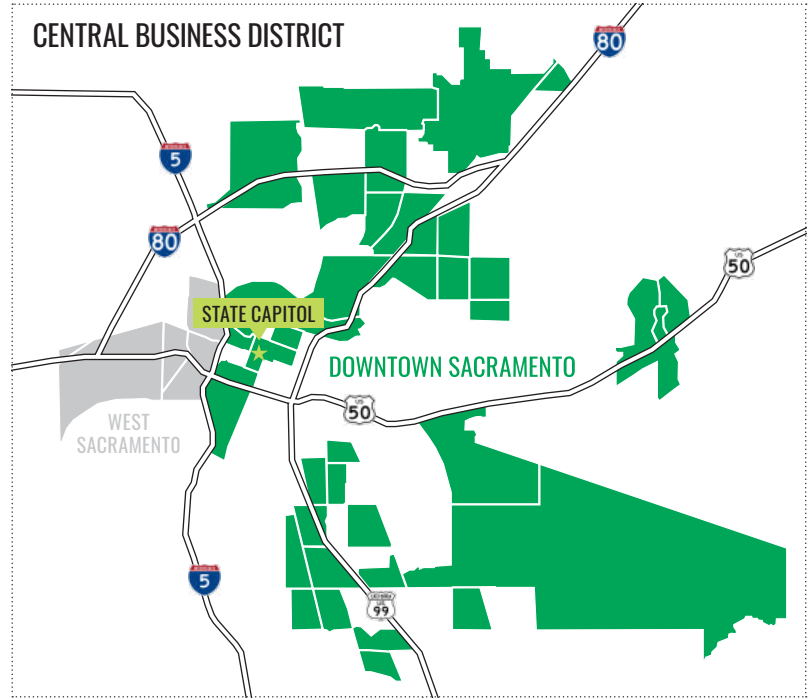
West Sacramento is a premier industrial submarket in which steady demand has forced the vacancy rate to decline to 3.2%. The lack of available space has caused a great deal of construction. **In fact, a vast majority of the market's current construction projects are located in West Sacramento.**

OFFICE
INDUSTRIAL

OPPORTUNITY ZONES

Opportunity Zones (OZ) were created as part of the Tax Cuts & Jobs Act enacted in December 2017 to incentivize long-term investment in low-income and economically distressed communities. This program aims to spur economic development and create jobs in these areas. Capital invested into Qualified Opportunity Funds in these zones are allowable for deferral or elimination of federal taxes on capital gains. Opportunity Funding can be applied to real property or to business operations, therefore allowing both investors and individual businesses to benefit from Opportunity Zones.

In the Greater Sacramento region alone, there are **63 census tracts** that have been designated as Opportunity Zones.



For more information about Opportunity Zones, please refer to the contacts on the back cover of the report.

Source: Internal Revenue Service, 2019.

WHAT ARE COMPANIES HERE SAYING?

TESTIMONIALS

Company Inductive Automation
Industry Technology/Industrial Automation

"Inductive Automation has really put down permanent roots in Folsom. We're growing very rapidly, and the Greater Sacramento area provides us with a good business environment and a great place for our people to live, work and raise families. We have everything we need in infrastructure and talent to reach globally across every industry with our ignition industrial application platform."

Don Pearson, Chief Strategy Officer

Company SkySlope
Industry Technology/Real Estate Tech

"As a growing SAAS company, we are always looking for top-notch employees and Sacramento has always come through. From engineers to sales and everything in between, this region is home to an incredible pool of talent."

Tyler Smith, CEO

Company American International Manufacturing
Industry Adv. Manufacturing/Precision Machining

"Woodland really is an epicenter for food production and food processing ... We're close to the Bay Area for steel and Sacramento for parts. If we were somewhere in the middle of Nevada, you can't do that."

Seth Bridges, Partner

Company VoxPro
Industry Technology

"A key draw for us was the proximity to the Bay Area, being able to drive a bus load of engineers up from Palo Alto for the day to introduce them to our technical support team in person and show them how we operate was a real point of difference for many clients and the reason they choose us."

Phil McNamara, U.S. Head of Business Development

Company Rhombus Systems
Industry Technology/Cloud Computing

"Having created a couple of successful tech businesses in Silicon Valley, we're keenly aware of the ultra-competitive, cost prohibitive landscape. Hiring, let alone retaining a talented workforce becomes the hardest part of running a company. Sacramento has been a refreshing departure from that chaos, and we've found the community to be incredibly supportive and full of tech talent."

Garrett Larsson, CEO

Company Titans of CNC
Industry Manufacturing/Education

"Running a business in the Greater Sacramento area has created more opportunities for my business to thrive. My vendor relationships are stronger and my employees are happy to have all that the surrounding area has to offer. Personally, I love being right between the mountains and snow and oceans and beaches. You can't beat it."

Titan Gilroy, CEO

Company ARIZ Precision Medicine
Industry Medical Research

"We're very committed to being in the region. This is a great place and time to develop a biotechnology company."

Lonnie Bookbinder, CEO

Company StemExpress
Industry Life Sciences/Biotech

"Innovation is a key component of progress and this region has great opportunities for rapid growth companies like StemExpress."

Cate Dyer, CEO

Company Fantag
Industry Technology

"Sacramento has a thriving startup ecosystem ... Costs for startups are substantially less than in the Bay Area, so our investment dollars have a longer runway."

Cheryl Beninga, COO

Company Evolve Biosystems
Industry Life Sciences/Biotech

"My focus as CEO has been bringing in as much talent and experience as we can into this area to make this company successful, because our mission is so fundamentally important. We're talking about improving the lives of babies worldwide. One of the reasons that we are staying here in the Sacramento area is it's close to the University of California at Davis. There is an eco-system of development, technology, industry, and many of the major companies actually come to the university to tap into that innovation."

Tim Brown, CEO

Company Emtrain
Industry Technology/Culture Tech

"Our work is all about creating quality content - specifically video and animations. Sacramento is historically an artist's city and we have seen that come through in the amount of top video and animation talent here in the region. For our talent strategy we have consciously taken a dual location approach with offices in Sacramento and San Francisco - we feel this allows us to provide a range of lifestyle opportunities to our employees, increasing our ability to both attract and retain the best people."

Janine Yancey, CEO

While rising costs continue to be a motivating factor in business expansion and relocation plans, the availability of a strong pool of talent remains a high priority.

Proximity to major markets and a strong educational pipeline in place will continue to expand the talent pool in Greater Sacramento. With a lower cost of living and high quality of life spurring an influx of young workers, Sacramento is poised to become the primary location for businesses of any capacity.





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